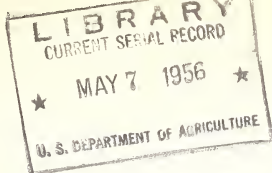


Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

847Mw
p 3



MARCH 1956

HOMEMAKERS' PREFERENCES FOR SELECTED CUTS OF

LAMB

IN CLEVELAND, OHIO



**Marketing
Research
Report
No. 113**

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
Washington, D. C.

This report dealing with the consumption of lamb is based on one of a series of studies on farm products conducted by the Marketing Research Division of the Agricultural Marketing Service. This study was made under the direction of Trienah Meyers. The field operation was supervised by Hugh P. Bell.

Cooperating in the study were the American Sheep Producers Council, the Producers Livestock Association, and the National Wool Growers Association. Particular acknowledgment is made to J. M. Jones, American Sheep Producers Council and to G. D. Smith, Producers Livestock Association, for their assistance during the planning of the study.

CONTENTS

	<u>Page</u>		<u>Page</u>
Summary of major findings -----	1	Why some homemakers don't serve lamb as often as they would like -----	13
Introduction -----	3	Opinions about the relative food value of lamb -----	13
Scope of study -----	3	Preparation and serving of lamb -----	14
The sample -----	4	Seasonal use of lamb -----	15
Survey findings:		Use of lamb on special occasions -----	15
Users and nonusers of lamb ---	5	Promotional methods and con- sumer decisions -----	16
Characteristics of lamb users	5	Availability -----	16
Frequency of use -----	6	Purchases of lamb -----	17
What homemakers like about lamb -----	7	Appendix:	
What homemakers dislike about lamb -----	8	Technical notes -----	18
Why some homemakers don't use lamb -----	9	Tables -----	18
Use of different cuts of lamb	10		
Preferred cuts and reasons for preferences -----	11		

HOMEMAKERS' PREFERENCES FOR SELECTED CUTS OF LAMB IN CLEVELAND, OHIO

By Daniel B. Levine and J. Scott Hunter,
social science analysts, Market Development Branch

SUMMARY OF MAJOR FINDINGS

Users and nonusers of lamb.--Almost 5 in 10 homemakers in the Cleveland area used lamb in the preceding year, according to results of a sample survey conducted in mid 1955. Approximately 1 in 6 bought lamb during the week preceding the interview. Among the nonusers, about half had used it at some time in the past.

Characteristics of users.--Homemakers in the upper income groups, the better educated group, and in the group over 45 years of age are more likely to use lamb than those from lower income, education, or age groups. Those whose parents were born in the Northeastern or North Central States were also more likely to be lamb users than were respondents whose parents come from other parts of the country.

Frequency of serving.--Out of every 10 homemakers who used lamb in the last year, 3 served it 3 or more times a month; nearly 4 served it at least once a month, and another 3 served it less than once a month. These groups are referred to in this report as "frequent," "moderate," and "infrequent" users.

What users like about lamb.--The more important reasons given by respondents for liking lamb are its distinctive flavor, its nutritive qualities, its lean tender texture, the ease of preparation, and the variety it adds to meals.

What users dislike about lamb.--The chief reasons given for not liking lamb were its cost, the tough, greasy texture of the meat, its strong flavor, and an odor which is considered particularly disagreeable during cooking.

Why nonusers don't use lamb.--The most frequently mentioned reasons for not using lamb were a dislike of the flavor, and eating habits developed in childhood. Less frequently mentioned reasons were a dislike by some member of the family, an offensive odor, and an unpleasant past experience.

Preferred cuts.--Chops and leg of lamb are the favorite cuts of an overwhelming majority of lamb users; 5 in 10 chose chops and 4 in 10 selected leg of lamb. Other cuts were mentioned by so few of the homemakers as to be of negligible importance.

Why users don't serve lamb as often as they would like to.--Almost half of the homemakers who used lamb said they would like to use it more often. The main reason they don't is the cost; a less important reason is the fact that some member of the household doesn't like it.

Relative food value of lamb.--The majority of lamb users believed the food value of lamb was equal to or greater than the food value of beef, veal, or pork. As few as 1 in 10 felt that it was less nutritious than the other meats. The majority of nonusers, on the other hand, felt unable to make a comparison.

Availability.--As many as 8 users in 10 said that lamb was available the year round in the stores where they shop; only 1 in 10 had been unable to buy lamb more than 3 times during the year.

Lamb used in the parents' home.--Lamb users--both wives and husbands--are about twice as likely as nonusers to come from homes in which lamb had been served; conversely, nonusers are 3 times as likely to have come from homes in which lamb was not served.

Seasonal use of lamb.--About 3 lamb users in 10 report they use lamb more in the winter and spring than at other seasons of the year. For the most part, the reasons they gave for this seasonal use dealt with the superior quality of lamb during this season, its more general availability, and the inconvenience or discomfort of cooking during hot weather.

Use of lamb for special occasions.--Only 1 lamb user in 10 made a point of serving lamb on special occasions such as Easter, New Year's, or Sunday. However, 4 in 10 served it to guests during the year. Thus, lamb seems to be regarded not only as an everyday food, but a food also appropriate for a company dish.

Influence of various promotional methods.--The majority of housewives report they decide what meats they are going to buy before they go out to shop. Nevertheless, lamb displays in stores still appeared to be an important factor in the homemaker's decision to buy lamb. About half of the lamb users said they sometimes decide to buy lamb because of the displays.

The Sample

The results presented in this report are based on a sample survey of households in Cleveland, Ohio. A total of 786 homemakers was interviewed, of whom 487 were users of lamb and 299 were nonusers. Because a disproportionate number of lamb users were interviewed, the results were adjusted in those instances where comparisons were made between users and nonusers.

INTRODUCTION

As part of an overall plan to assist the producers of wool and lamb in promoting the use of their products, the Department of Agriculture conducted a one-city consumer survey in Cleveland, Ohio, in order to evaluate consumers' preferences for and attitudes toward fresh lamb.

To date, little information of a qualitative nature has been available as to the factors which affect and influence the home consumption of lamb. Quantitatively, per capita consumption of meat in the United States, whole-sale dressed weight, was about 153 pounds in 1954; lamb comprised but $4\frac{1}{2}$ pounds of this total.

The National Wool Act of 1954 provided that, under certain conditions, funds set aside from payments to producers might be used for the purpose of developing and conducting advertising and sales promotional programs for the different lamb or sheep products. No provision, however, was made for research on which to base the programs. Therefore, the Department is assisting the industry by conducting research designed to provide some of the basic information needed.

The purpose of this report is to describe the patterns of use and consumers' opinions of lamb in Cleveland, Ohio. It is believed that the information obtained from this study will have broad applicability. It should indicate where additional attention is likely to be most effective in improving the sale of lamb and thus enable the industry, including producers, processors, and distributors, to orient their advertising and sales promotion activities more efficiently.

Scope of Study

The study was designed to meet the following specific objectives:

To ascertain,

1. The proportion of homemakers who used lamb and the characteristics of lamb users.
2. The approximate frequency of lamb use.
3. Consumers' opinions and attitudes toward lamb, their preferences for specific cuts, and the reasons for these preferences.
4. The methods used in preparing lamb and the food combinations in which selected cuts of lamb are usually served.
5. Consumers' opinions about the retail availability of lamb.
6. The extent of seasonality in the use pattern of lamb and the reasons for such seasonality.
7. Whether or not the use of the product is restricted to certain days or occasions, and if so, the reasons.

8. The cuts used within the last year, the frequency of use, and the reasons for the nonuse of the other cuts.
9. The cuts used in the previous week and the amounts purchased.
10. The relationship between the current use of lamb and the past use in the homes of respondents' parents.
11. Respondents' opinions of the nutritive value of lamb (for both users and nonusers).
12. For nonusers, whether or not lamb had ever been used, the reasons for discontinuing its use or the reasons for its never having been used.

The Sample ^{1/}

The study was conducted in Cleveland, Ohio. Cleveland was selected because it is in the Midwest and because lamb consumption there was thought to be comparatively low. It was felt that interviews with infrequent users and nonusers of lamb would provide an insight into the reasons behind the relatively low consumption of lamb.

The procedure for selecting the sample to be interviewed followed the usual area-sampling techniques of randomly selecting blocks, listing addresses in the blocks, and sampling addresses on the list. Interviewing took place in the last 3 weeks of June 1955, and the results are based on interviews with 786 respondents.

An interview was conducted in each household in the sample except those in which meals were not prepared at home. The person eligible for interview in this survey was the member of the family who was primarily responsible for buying and preparing food. In most instances, this person was the housewife; occasionally a man was interviewed.

It should be borne in mind that the data presented in this report are subject to sampling error and may differ somewhat from the results that would have been obtained from a complete census. Statistical estimates of the magnitude of the sampling error are illustrated by the following examples:

1. Forty-nine percent of the housewives in the sample reported using lamb. The chances are about 2 in 3 that the true proportion of lamb users in the Cleveland area lies between 51 and 47 percent. When estimates are presented for smaller subsamples, those in the middle-income group, for example, the range within which the true value lies is somewhat larger.

^{1/} See Appendix, page 18, for more details on the sample selection.

2. Sixty-seven percent of the respondents who had been to college used lamb, compared with 47 percent who had been to high school. The probability is only 1 in 20 that a difference of this size is the result of sampling error.

In this report no differences are regarded as significant unless the probability of their chance occurrence is less than 1 in 3. All smaller differences must be interpreted with caution.

SURVEY FINDINGS

Users and Nonusers of Lamb

About half the homemakers in Cleveland served lamb to their families during the year preceding the survey. About one-fourth of the homemakers interviewed said that they had never used lamb at all (table 1).

Characteristics of Lamb Users

Family income.--The homemakers in the sample were divided into 3 approximately equal groups on the basis of their pooled family incomes. The incomes of these groups were:

Less than \$4,000
\$4,000 to \$6,499
\$6,500 and over

Survey results indicate that the members of the upper income group are more likely to use lamb than are members of the middle or lower income groups (table 2). The following proportions of the 3 groups reported that they had used lamb:

62 percent of the upper income group
49 percent of the middle income group
44 percent of the lower income group

Education of the homemaker.--Since income and education are related, it is not surprising to find a direct relationship between education and lamb use. A larger proportion of homemakers who had gone to college were lamb users than was true for homemakers with less education (table 2). The proportion at each educational level was:

67 percent for those who had gone to college
47 percent for those who had gone to high school
45 percent for those with only grammar school education

Age of homemaker.--The homemakers in the sample were divided into 2 equal groups: (1) those 45 years old and older, and (2) those less than 45 years old. The results indicate that a larger proportion of the older group use lamb which, as in the case of education, may partially reflect the usual relationship with income (table 2). The proportion of lamb users in each age group was:

55 percent for those 45 and older
44 percent for those under 45 years old

Race.--White homemakers were somewhat more likely than nonwhite homemakers to say that they had served lamb in the last year (table 2). The proportion of lamb users in each group was:

50 percent of the white homemakers
41 percent of the nonwhite homemakers

Since lamb use appears to be related to income, the slight difference in use between white and nonwhite respondents may reflect only the difference in the income levels of the 2 groups rather than differences in actual preference or use patterns. Unfortunately, the size of the sample did not permit a complete examination of this difference in the proportions who used lamb.

Size of household.--No relationship was found between use of lamb and the number of members of the household. Families were divided into 3 groups: Small (1 and 2 members), medium (3 - 4), and large (5 or more). When these groups were compared it was found that about one-half of the homemakers in each group had served lamb to their families within the last year (table 2).

Region of origin.--Use of lamb in the home appears to be related to the State or country in which the parents of the respondents were born. Respondents whose parents come from the North (that is, the Northeastern and North Central States) were more likely to use lamb than were respondents whose parents came from other parts of the country. Approximately half of those whose parents had come from the northern part of the United States were lamb users, as compared with about one-third for those with parents born in some other part of the country. Use patterns in homes where respondents' parents had come from Europe were much the same as in the Northeast and North Central States. The same relationship appeared between lamb use and the birthplace of the husband's parents (table 3).

Frequency of Use

Although lamb was used in about one-half of the households in Cleveland in the last year, the frequency of use varied considerably in different households. Around 30 percent of the housewives reported using lamb less than once a month; slightly less than 40 percent said they served it from 1 to 3 times a month, and the remaining 30 percent used it as often as 3 or more times a month. Expressing the same idea in a slightly different fashion, the average frequency of use of lamb among users in Cleveland was approximately 26 times a year (table 4).

Since it was felt that the homemakers' opinions and attitudes might differ somewhat by how often the product was used, the distribution described above was used to group respondents into the following categories for purposes of analysis: (1) Infrequent users, (2) moderate users, and (3) frequent users. Wherever practical, replies to the various questions are examined by these classifications in order to isolate and emphasize those differences which result from different patterns of use.

How often lamb was used was not generally affected by characteristics of the user other than age and race. In the case of age, housewives 45 years of age and older were more likely to use lamb frequently than were younger homemakers; conversely, a higher proportion of the younger respondents were infrequent users. When frequency of use is examined by race, the percentage of nonwhite homemakers who were frequent users was higher than for white respondents despite the fact that, overall, nonwhites were less likely to use lamb (table 5).

What Homemakers Like about Lamb

In order to ascertain those characteristics of lamb about which consumers have favorable attitudes, lamb users were asked, "In general, what are some of the things you like about lamb?" On the average, each respondent mentioned 2 or 3 things that made lamb appealing to her. The reasons given most frequently dealt with the flavor of lamb, health factors, texture of the meat, and ease of preparation (table 6).

Most housewives think of flavor when asked what they like about lamb. Six in 10 used such adjectives as "distinctive," "delicious," "delectable" or "delicate" to describe the flavor. The following comments are typical: "The flavor is delicious and different from any other meat," and "It's hard to say what I like about the flavor, but it's a treat."

Nearly half of the respondents said eating lamb was especially beneficial to health. They said it was "easy to digest," "strengthening," "nutritious" and "nonfattening." Homemakers who feel that eating lamb is beneficial to their health said, "It was recommended for use in my diet; it isn't as fattening as other meats" and "It's good for you; it has more nourishment than other meat; it's more easily digested."

A third group of answers dealt with the "tender" or "juicy" texture of lamb. One-third of the respondents, for example, referred to lamb in this way, "It's a soft, tender meat, and not hard to chew."

Almost as important to housewives is ease of preparation. Nearly one-third said they liked lamb because it was so easy to fix. As one woman said, "It's no trouble; all you do is roast it and add mint."

A few respondents said they liked lamb because of the variety it gave to meals: "You have to have something besides beef and pork." A number of respondents -- about 1 in 10 -- spontaneously rated lamb as superior in quality to any other meat.

Some interesting patterns of response emerge when the reasons given for liking lamb are grouped according to frequency of use. Comments dealing with the flavor of lamb, the pleasing texture of the meat, and its "health giving" qualities--aspects related to the physical consumption of the food--were more common among frequent users than among infrequent users. Conversely, the variety in eating was the more important factor to the infrequent users as a reason for liking lamb.

What Homemakers Dislike about Lamb

To provide a fuller understanding of consumer opinions of lamb, respondents were also asked, "What are some of the things you dislike about lamb?" About 7 users in 10 gave one or more reasons for not liking it; 3 in 10 could think of nothing they disliked (table 7).

Cost was among the more frequently mentioned reasons for not liking lamb. Almost one-fourth of the respondents said they felt that lamb "cost too much" or that there was "too much waste" for the price paid. Some comments were: "It's high dough; I'd get more if they'd bring the price down," and "Too much bone and not enough meat; I'd have to spend \$5.00 for a meal the way we eat meat."

A similar proportion of respondents -- about 1 in 4 -- disliked the texture of lamb, describing it as "tough," "gristly," "fat" or "greasy." This appears to be an important problem area since some of the remarks suggest that the respondents were thinking of mutton rather than lamb, as shown in the following replies, "I think during the war they shipped out a lot of goat meat for lamb," and "I think they let lamb grow to sheep now."

In addition to the reasons cited above, about 2 users in 10 said they found the flavor or taste of lamb to be unpleasant, and used such terms as "strong," "wild," "muttony," "stale" and "funny" to express their dislikes. While it was somewhat difficult to define the exact meaning of these adjectives, they are, nonetheless, important in themselves in that they indicate the wide range of reaction to flavor.

Another characteristic of lamb which was disliked by a number of housewives (about 1 in 6) was its odor. Lamb apparently has an odor somewhat different from that of other meats and some lamb users find this unpleasant, particularly during cooking.

Generally speaking, dislikes were more pronounced for infrequent users than for frequent users. About one-third of the infrequent users mentioned some dislike relating to flavor; only one-sixth of the frequent users replied in the same vein. Much the same held true for dislikes dealing with preparation and odor -- in each case, infrequent users were more expressive. Interestingly enough, frequent users were much less likely to find any fault with lamb -- about one-half of this group mentioned no dislikes; the comparable proportion of the infrequent use group was only 2 in 10.

Why Some Homemakers Don't Use Lamb

One-half of the housewives in the sample reported they had not served lamb during the year preceding the survey. The reasons they gave for not having served it should be of special interest to those concerned with the marketing of lamb.

The average nonuser gave one or two reasons for not serving lamb to their families. No one class of answers was given with any great frequency. The two most important dealt with the flavor of lamb and with eating habits (table 8).

About 3 nonusers in 10 expressed a dislike for the taste of lamb. They used terms similar to those used by lamb users to describe what they did not like about the flavor, such as "funny," "unpleasant" or "strong." Here, again, it is entirely possible that this opinion was the result of having eaten lamb which had been badly prepared or which was of poor quality. The first of these possibilities is illustrated by a lamb user who referred to the fact that there are people who dislike lamb because they don't prepare it properly. She said, "Some people don't like lamb, but the way I fix it they rave about it." The second possibility -- that the lamb referred to was of poor quality -- is illustrated by one nonuser who said, "We had lamb chops once, or supposedly lamb chops, but we all thought they were mutton and didn't want it again for it was so strong in taste."

Habit was the idea expressed in another class of responses. About 2 respondents in 10 gave no specific reason for not using lamb, but indicated they followed practices learned in their parents' homes, such as, "My mother didn't use it in her house, and I haven't used it in mine," or "My folks never had lamb and I never got used to using it."

Although mentioned spontaneously by only a small proportion of respondents, the persistence of food habits formed early in life appears rather significant. Its importance is revealed by responses to direct questions concerning the use of lamb in the homes of the respondent's parents and her husband's parents. In 7 out of every 10 households in which lamb was used both the respondent and her husband had been accustomed to eating lamb in their parents' homes. In 2 in 10 cases, one or the other was served lamb. Only 1 respondent in 10 served lamb when neither she nor her husband had become familiar with it in childhood. Considered in another way, the data show that lamb users are twice as likely as nonusers to come from homes in which lamb was served. Conversely, nonusers were 3 times as likely as users to have come from homes in which lamb was not served (table 9).

Returning to the reasons homemakers gave for not using lamb, several others were mentioned which are also important from a promotional standpoint. A few respondents -- about 2 in 10 -- expressed a dislike for the odor. About the same number said they didn't use lamb because some member of the household didn't like it or because of an unpleasant experience with lamb.

As noted earlier, about half of the homemakers who do not use lamb have used it at sometime in their lives; the other half have never used it. A comparison of the responses of these two groups shows that respondents who had never used lamb are much more likely than former users to refer to habit in explaining why they don't use lamb. They say, "There's no reason for not using it, I just never have." Former users, on the other hand, are more likely to answer in terms directly related to the product, such as cost, flavor, or a dislike by some member of the household.

As one means of measuring more exactly the extent of nonuse of lamb because of personal dislikes, housewives were asked whether some family members did like lamb even though it was not served in the home. In about one-third of the households, some of the family members liked lamb. The proportion, as might be expected, rose to 4 in 10 in those households in which lamb had been served in the past, as against 2 in 10 where lamb had never been served (table 10).

Following the nonusers one step further, a question was included to determine whether they ate lamb outside of the home; that is, in restaurants, trains, at friends' homes, and so on. Of all nonusers, only some 2 in 10 replied affirmatively -- that is, that they eat lamb away from home. Former users of lamb in the home, incidentally, were twice as likely to eat lamb outside the home as were persons who have never used lamb in the home (table 11).

Use of Different Cuts of Lamb

Among those using lamb, 1 consumer in 4 used only one cut of lamb in the year preceding this survey and a very large majority had used no more than 3 different cuts (table 12). The number of cuts used was about the same regardless of income or the size of the household (table 13).

A majority of lamb users use only chops or leg of lamb. More than 8 in 10 use chops, and 6 in 10 use leg, while shanks, shoulder roasts, and stew meat are used by about 3 in 10; breast, patties, and neck are used by about 2 in 10; and, finally, flank is used by approximately 1 in 12 (table 14).

This concentration on the use of chops and leg of lamb is most apparent among infrequent users of lamb. Among these respondents, 8 in 10 use chops and 4 in 10 use leg of lamb; other cuts are used by only about 1 in 10. More frequent users, on the other hand, tend to use a larger variety of cuts. Almost half of the frequent users use shank, shoulder roast, and stew meat, a third use breast, and one-fourth use neck and patties.

A relationship also appears to exist between use patterns and income level. Of those using lamb, some 7 in 10 of the upper income group use leg of lamb compared with 6 in 10 of the middle income group and 5 in 10 of the lower income group. Except for chops, which are used by more than 8 in 10 of users, regardless of income level, all other cuts tended to be used by slightly larger proportions of the lower than of the upper income groups. Although for several of the cuts, the differences are too small to be regarded as statistically significant, the direction of the difference is the same for all cuts (table 15).

One further relationship should be noted. Use patterns for the various cuts of lamb reflect the differing needs of small and large households. Homemakers in large households are more likely to serve leg of lamb while those with small households are more likely to serve chops or shanks (table 16).

Preferred Cuts and Reasons for Preferences

Since the use of the various cuts of lamb may differ considerably from what is actually considered the "favorite" or "preferred" cut, a series of questions was included in order to determine whether variations do in fact exist. Respondents were asked first what cut of lamb they liked most, the reasons for their preference, and dislikes, if any.

The lamb cut preferred by a majority of the families in Cleveland was lamb chops, followed by leg of lamb. About half of the homemakers using lamb selected chops as the family favorite; about 4 in 10 mentioned leg of lamb. The remaining cuts -- breast, flank, neck, shoulder roast, and so on -- could only be considered as "also rans" in the race for favorite position, being mentioned by no more than 3 in 100 (table 17).

What housewives like about chops and leg of lamb.--The discussion of likes and dislikes is restricted to chops and leg of lamb because the number who preferred other cuts was so small. One of the more important reasons given for preferring leg of lamb was that it was "economical to use" -- mentioned by some 5 in 10 who chose leg of lamb as their favorite cut. Somewhat less important to the homemakers selecting lamb chops, it was nevertheless given as a reason by about 3 in 10. The meaning of "economy," however, differs somewhat between these groups. Among those who felt that leg of lamb was more economical, the emphasis was on the fact that there was no waste connected with using this cut, or conversely that it contained more meat and could be used for several meals. Economy in the use of chops, on the other hand, meant that chops are smaller and the amount purchased and prepared for use can be adjusted more exactly to the needs of the family than can a leg of lamb.

Turning to other reasons for preference, housewives who use lamb were about equally divided in their opinions about the texture of their favorite cuts -- its tenderness, and lean and crisp qualities. About 4 in 10 of them claim superiority for their preferences for this reason but here again, the emphasis is somewhat different between the cuts. Most of the housewives who prefer chops refer to the tenderness of the cut; those who prefer leg of lamb offered other explanations in addition to tenderness, such as "it is lean and crisp -- not coarse."

A similar difference in emphasis appears when the preparation of the meat is considered (mentioned by some 4 in 10). Those who prefer chops stress the ease and simplicity of preparation; the emphasis for leg of lamb is on the advantages of being able to prepare it in many different ways as well as serving it cold or using it in sandwiches.

Whereas economy was a more important factor in selecting leg of lamb, flavor was more important to those who chose chops as their favorite cut. Slightly less than 4 in 10 of this group discussed flavor as one of their reasons for selecting chops, using such phrases as good, pleasant, sweet, delicious, and delectable to explain what they meant. Few respondents, however were as lyrical as the housewife who said with respect to chops that, "They are mouth watering; I call them precious bites. They are like day and shanks the night" (table 18).

What housewives dislike about chops and leg.--In addition to being asked what they liked about their favorite cuts, homemakers were asked for their dislikes. As many as 7 in 10 of those who use lamb said there was nothing they disliked about either leg or chops. In general, the expressed dislikes--given by the remaining 3 in 10--fell into the same broad categories as the likes. The most common complaint dealt with cost. Some 2 in 10 felt that their favorite cut (either leg or chops) was too expensive generally, had too much waste, or was too large for the family. Less frequent complaints referred to the texture of lamb as "fat" or "greasy," the difficulty of using it cold, and its taste (table 19).

Why housewives don't use some cuts.--As noted earlier, the average housewife who used lamb restricted her use of lamb to 2 or 3 cuts. The result of this restricted use, of course, is to raise the price of these cuts relative to other lamb cuts. In order to gain some insight into this pattern, therefore, lamb users were asked why they didn't use certain cuts of lamb.

As far as the more popular cuts are concerned--cost or lack of economy of use was the only reason mentioned to any extent by the comparatively small number of nonusers of those cuts. Nonusers of leg of lamb referred to the fact that the leg was too large a cut for their families, whereas nonusers of chops felt that they were too expensive (table 20).

The remaining cuts of lamb--breast, flank, neck and so on--were the original focal points of the question. Overall, none of these cuts are used by more than 3 in every 10 consumers, a far cry from the proportions who used leg and chops. A great range of reasons was given by homemakers for not using each of these cuts of lamb. For example, in many instances, the mention of lamb roast brought forth the idea of cost, expressed by "too much waste." The idea of "too much waste" was also important to nonusers of breast, flank, neck, or shank of lamb. Less specific, perhaps, but still meaningful from a promotional standpoint were such other reasons as "haven't used any of these cuts--just habit I guess," "no reason--just never thought of them," and "don't know how to prepare these cuts." Habit was also important to nonusers of patties as was the feeling that patties were "fat, greasy, and oily." In the case of stew meat, the principal reasons were simply, "don't like this particular dish" or "prefer other cuts," as well as a negative reaction to the fatty characteristics of the meat. Overall, however, it could be said that most of the reasons for nonuse applied fairly well to all of the lamb cuts.

The reasons presented above describe the feelings of the nonusers towards the less used cuts. However, these expressions are not considered as final and impervious to change. Rather, they are considered as defining areas in which much can be done in acquainting the consumer with the desirable qualities of the lesser known and lesser used cuts.

Why Some Homemakers Don't Serve Lamb as Often as They Would Like

As an additional means of determining housewives' attitudes toward lamb, users were asked if they would like to serve lamb more often. Those who would like to serve it more often were asked to give their reasons for not doing so.

Almost half the housewives said they would like to serve lamb more often (table 21). Housewives who used it either moderately or infrequently were more likely than frequent users to make this response. The proportions of housewives in each group who said they would like to serve lamb more often were:

27 percent of those who served lamb frequently
49 percent of those who served lamb moderately
57 percent of those who served lamb infrequently

Homemakers who said they would like to serve lamb more often gave only 2 types of reasons for not doing so--cost, and a dislike by some member of the family.

Cost was given as the reason for not serving lamb more frequently by 5 in 10 respondents in this group and a dislike of lamb by some other member of the family by about 2 in 10. No other reasons were mentioned often enough to be considered important (table 22).

Since it was expected that one reason for not serving lamb more frequently would be the fact that some member of the household didn't like it, specific questions on this point were included in the questionnaire. Housewives were asked if there was anyone in their families who didn't like lamb and, if so, the reasons for disliking it. One housewife in 10 reported that some member of the household didn't like lamb (table 23). Among the reasons given were a disagreeable odor, and a negative reaction to the flavor or texture. The majority, however, said only that "they just didn't care for it" (table 24).

Opinions about the Relative Food Value of Lamb

It was assumed that an important factor in a homemaker's decision to serve a particular food item to her family is her opinion of the relative food value of the item in comparison with other foods. As a measure of homemakers' opinions of the nutritional value of lamb, respondents were asked, "Do you feel that lamb has more, less, or about the same food value as beef, pork, and veal?"

The majority of lamb users--about 6 in 10--considered the food value of lamb to be equal to or better than that of beef, pork, or veal. Fewer than 2 in 10 of this group felt that its food value was less than that of other meats; between 2 and 3 in 10 were unable to make comparison. Respondents were somewhat less likely to say that lamb was superior to beef in food value as compared to pork or veal; only 2 in 10 said it was superior to beef, while almost 4 in 10 said it was superior to pork and veal (table 25).

Although the majority of lamb users feel that the food value of lamb is at least equal to the food value of other meats, fewer than two-fifths of the nonusers were of this opinion. This difference, however, is not so much the reflection of an adverse opinion of lamb as it is an inability or reluctance to make a comparison. The proportion of nonusers of lamb who said that the food value of lamb was less than that of beef, veal, or pork was small, and of the same order as the proportion of users. Most of the difference was because nonusers were less likely than users to make a direct comparison; in fact, some 5 in 10 of the nonusers expressed no opinion of the relative food value of lamb.

Preparation and Serving of Lamb

It is to be expected that housewives who are uncertain of their ability to prepare a particular food item and to serve it in appetizing combinations with other dishes will be somewhat reluctant to include it in their menus. Consequently, the respondents were asked a series of questions concerning the methods used in preparing and serving lamb. Eight housewives in 10 who serve lamb say that they prepare it as well as they prepare other meats (table 26).

Housewives who serve lamb frequently are more likely than others to say that they are sure of their ability to prepare it well; 9 in 10 of the frequent users compared to 8 in 10 and 6 in 10 of the moderate and infrequent users, respectively, believe they prepare lamb as well as they prepare other meat. Those who prepare it well also use the greater number of cuts. About 40 percent of the confident homemakers used 4 or more cuts in the year preceding the survey; the comparative proportion of those who doubted their ability was only 19 percent (table 27).

How lamb is prepared.--Actually, very little disagreement exists among homemakers about the appropriate method of preparing various cuts of lamb. Responses indicate that a majority of homemakers prefer to roast leg of lamb and to oven broil chops; to simmer stew, flank, neck, and shank, and to roast the shoulder. Patties were generally fried or oven broiled (table 28).

What foods go with lamb.--Homemakers appear to feel that lamb is sufficiently versatile to be used in combination with almost any other dish. Respondents were asked what vegetables, salads, and seasonings they made a point of serving with lamb. The list of vegetables included every commonly known vegetable. Only peas, carrots, and a combination of peas and carrots were mentioned with any appreciable frequency. Similarly, the list of salads included tossed salads, tomato salads, onion salads, and numerous other vegetable and fruit combinations, but again no one kind was mentioned by any large proportion.

Mint jelly and sauce were the most common items used with lamb -- mentioned by about 2 in 10 of the homemakers. Here again, preferences varied widely. Apparently, lamb is not the determinant of what is served with it; rather it is adaptable to use with any food which might be desired with it.

Use of cold lamb.--Although one reason given by some housewives for not liking lamb was that they found it difficult to serve as leftovers, about 5 homemakers in 10 do serve lamb cold (table 29). The cut served cold by virtually all -- about 9 in 10 of those who use it in this fashion -- was leg of lamb (table 30).

Seasonal Use of Lamb

In view of the well known seasonal changes in the consumption of lamb, one of the objectives of this study was to determine whether such fluctuations existed in Cleveland, whether homemakers were aware of the fluctuations, and the reasons for them. The homemakers were asked, "Do you serve lamb more during certain seasons of the year than at other times?" Three in 10 of the lamb users said they did, the rest believed that they served lamb as often during one season as another (table 31). About 8 in 10 of those using it more often during certain periods of the year mentioned either winter or spring as the seasons in which they serve more lamb (table 32).

Homemakers who use lamb more frequently in spring -- about 1 in 10 -- do so chiefly because they think that the quality of lamb is superior in this season and that lamb is more generally available then. Those who serve lamb more frequently in winter -- about 1 in 7 -- do so because they cook more in cool weather, because they eat more meat during the winter, or because they prefer such items as roasts or stews during a cold season. These results suggest that homemakers who use lamb more frequently in spring do so for reasons that refer specifically to lamb, while those who use lamb more frequently in winter give reasons that apply equally well to any meat (table 33).

Use of Lamb on Special Occasions

Since consumption of beef and pork is higher than consumption of lamb, it seemed possible that lamb might be regarded as a special occasion food while beef and pork were considered everyday foods. Respondents were, therefore, asked if they used lamb on special days or occasions. The results indicate that lamb is considered a special occasion meat only by a very small proportion of lamb users. Nine in 10 users said they did not use lamb for special occasions. About 2 homemakers in 100 said they served lamb on Easter for religious or traditional reasons. Another 2 in 100 served lamb on Sundays or for company because they feel it is "a treat" or "too expensive" to be used for ordinary occasions (table 34).

Although only a small proportion of lamb users spontaneously mentioned serving lamb to guests when asked about their use of it on special occasions, when homemakers were asked specifically if they had served lamb to guests during the year prior to the interview, almost one-half said they had (table 35). These results indicate that lamb users feel that lamb is suitable for everyday meals but that it is also appropriate for those occasions when guests are invited.

Promotional Methods and Consumer Decisions

The design of an effective promotional program must take into consideration the decision-making habits of consumers and the various influences that are related to the final decision. Accordingly, several questions were included in this study in order to find out when homemakers usually decide what they are going to serve their families at mealtime and what promotional devices they remember as having had an effect on these decisions. Generally speaking, shoppers know before they go to shop what meat they are going to buy. Seven homemakers in 10 say they usually decide ahead of time; only 3 in 10 are given to impulse buying. Homemakers who use lamb regularly are somewhat more likely than occasional users to report that they make their shopping decisions ahead of time (table 36).

Respondents were also asked whether their decisions were sometimes made because of newspaper or radio advertisements, displays in stores, or suggestions from the butcher or clerk. The replies suggest that lamb displays in stores are an important factor in the housewife's decision to buy lamb. The data do not indicate, however, what aspect of the display -- the amount of space used, the attractiveness of the arrangement, or the price -- produced the desired effect of favorably influencing the consumer. In all, about half of the lamb users said that they sometimes decide to buy lamb because of the displays in the stores. About 35 percent reported being influenced by the advertising media -- radio, television, or newspaper advertising. Approximately 22 percent reacted to suggestions received from a clerk or butcher. These data are not to be considered as the results of a media study. The results merely give some further indication of the factors which consumers thought had affected their use of lamb (table 37).

Availability

The study also attempted to determine whether the consumer felt that lamb was usually available throughout the year in the Cleveland area. According to the results, 8 homemakers in 10 felt that lamb is available the year round in stores where they shop, and homemakers who use lamb frequently are more likely to say that lamb is always available than those who use it infrequently. About the same proportion of homemakers -- 8 in 10 -- report that they have always been able to buy lamb when they desired to (table 38). Fewer than 1 in 10 had been unable to find lamb more than twice during the year (table 39). Since these experiences could have occurred at a late hour of the day when stocks were depleted, it can be said that the availability of lamb in the Cleveland area is not considered a major problem by the consumer.

Purchases of Lamb

In order to obtain some indication of the relationship between long-term use and short-term use, homemakers who had used lamb in the last year were also asked if they had bought the product during the week preceding the interview and, if so, the cuts and the amounts purchased. About 17 percent of all respondents or 35 percent of all lamb users had purchased some lamb during the period specified (table 40). In line with the pattern observed for all users, an overwhelming majority of those buying lamb during the week -- some 6 in 10 -- purchased chops, followed by leg of lamb -- bought by some 2 in 10. No other single cut was purchased by as many as 1 in 10 and, at the other extreme, stew meat was purchased by as few as 3 in 100 (table 41).

In terms of the amounts purchased, an average of 2.3 pounds of lamb was bought by purchasing families. The largest average amount was approximately 5 pounds for families using leg of lamb. Chops averaged about 2 pounds per family, or about the same as the average for all other cuts of lamb (table 42).

APPENDIX

Technical Notes

Sample Design.--A systematic random sample of 77 segments (a segment, in this case, is a cluster of about 25 dwelling units defined as lying between 2 addresses on one or more streets) was selected from the 1954 city directories of Cleveland and its immediate suburbs. Since the city directories list the streets in numerical and alphabetical order, geographical dispersion of dwelling units over the area was obtained.

In the field all dwelling units in each segment were listed between the two given addresses. (This provided a means of obtaining dwelling units not listed in the directories.) All dwelling units (approximately 25) in 14 of the segments, selected systematically from all the segments, were contacted. In the remaining blocks every other dwelling unit was contacted. This reduced the size of cluster to about 13. In each segment, schedules were obtained from all sample dwelling units which used lamb but schedules were obtained only from a subsample of the nonusers of lamb.

Sample Weighting.--Schedules were obtained from 487 lamb users and 299 nonusers. Since all users were interviewed while only a subsample of nonusers was interviewed, it was necessary to adjust the data for nonusers in those cases where direct comparisons with users or where overall rates were desired. Since 507 nonusers of lamb were identified in the sample, the factor of $1.695 = \frac{507}{299}$ was used to weight the data for nonusers.

Tables

Table 1.--Replies to the question, "Have you used lamb at home in the last 12 months?"

Replies	All homemakers	
	Percent	Percent
Have used lamb in the past year -----		49
Have not used lamb in the past year -----		51
Have used lamb at some time ^{1/} -----	27	
Have never used lamb -----	24	
		100
Number of homemakers -----		998

^{1/} This part of the table was prepared from the results of a second question. Homemakers who said they were not using lamb were asked, "Have you ever used lamb in your home?"

Table 2.--Background characteristics of users and nonusers of lamb

Characteristics	Homemakers who --			
	Use lamb	Do not use lamb	Total	Homemakers ^{1/}
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
Family income level ^{2/}				
Upper -----	62	38	100	225
Middle -----	49	51	100	272
Lower -----	44	56	100	355
Educational level ^{3/}				
College -----	67	33	100	135
High school -----	47	53	100	515
Grade school -----	45	55	100	333
Age ^{4/}				
Over 45 -----	55	45	100	424
Under 45 -----	44	56	100	545
Race				
White -----	50	50	100	848
Nonwhite -----	41	59	100	146
Size of household				
Small -----	50	50	100	331
Medium -----	49	51	100	443
Large -----	47	53	100	220

^{1/} Since not all nonusers were interviewed, the numbers on which the percentages in this table are based were obtained by weighting the number of nonusers interviewed to correspond to the proportion of the sample they represented. (See Technical Note, Appendix, p. 18.)

^{2/} Family income was not obtained for 59 lamb users and 49 nonusers.

^{3/} Educational level of the respondent was not obtained for 6 users and 3 nonusers.

^{4/} Age of respondent was not obtained for 17 lamb users and 5 nonusers.

Table 3.--Relation between use of lamb and place of birth of parents

Parents' place of birth ^{1/}	Homemakers who --			
	Use lamb	Do not use lamb	Total	Homemakers ^{2/}
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
Respondent's mother:				
North -----	52	48	100	301
South -----	35	65	100	192
Europe -----	54	46	100	458
Respondent's father:				
North -----	52	48	100	272
South -----	35	65	100	188
Europe -----	51	49	100	498
Husband's mother:				
North -----	52	48	100	267
South -----	34	66	100	157
Europe -----	55	45	100	416
Husband's father:				
North -----	52	48	100	253
South -----	33	67	100	159
Europe -----	54	46	100	434

^{1/} North includes the States which by standard census groupings are in the Northeast and North Central regions. South includes the States in the South and Southwest Central regions. Comparisons are not made for other regions because of the small number of cases.

^{2/} Since not all nonusers were interviewed, the numbers on which the percentages in this table are based were obtained by weighting the number of nonusers interviewed to correspond to the proportion of the sample they represented (See Technical Note, Appendix, p. 18.)

Table 4.--Frequency of use of different cuts of lamb in the year preceding the interview

Frequency of use (times per year)	Cut of lamb									
	All cuts	Leg of lamb	Chops	Breast	Flank	Neck	Shank	Shoulder roast	Patties	Stew meat
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
1 to 2 times -----	11	28	16	37	23	27	34	35	48	32
3 to 5 times -----	10	24	15	16	23	15	21	28	16	17
6 to 11 times -----	10	21	10	15	21	22	15	11	15	17
12 times -----	13	14	17	13	12	15	17	17	12	20
13 to 23 times -----	5	4	8	5	6	3	1	2	--	3
24 to 35 times -----	20	5	18	8	9	11	10	6	4	7
36 to 51 times -----	6	2	3	1	--	--	--	--	1	1
52 times a year -----	15	2	10	4	6	7	2	--	3	3
53 or more times -----	9	1/	3	1	--	--	--	1	1	--
Not ascertained -----	1	--	--	--	--	--	--	--	--	--
Total -----	100	100	100	100	100	100	100	100	100	100
Median frequency of use -	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
	26	6	12	5	7	8	5	5	3	6
Homemakers -----	487	302	413	110	34	73	126	126	93	148

1/ Less than 1 percent.

Table 5.--Background characteristics of frequent, moderate, and infrequent lamb users

Characteristics	Frequency of use				
	Frequent	Moderate	In-frequent	Total	Home-makers ^{1/}
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
Family income level ^{2/}					
Upper -----	32	43	25	100	138
Middle -----	29	35	36	100	133
Lower -----	27	41	32	100	153
Educational level ^{3/}					
Grammar school ----	35	39	26	100	147
High school -----	31	34	35	100	238
College -----	27	46	27	100	90
Age ^{4/}					
45 years and over -	35	41	24	100	232
44 years and under-	27	35	38	100	238
Race					
White -----	30	40	30	100	421
Nonwhite -----	40	28	32	100	60
Size of household					
Small -----	31	39	30	100	162
Medium -----	31	40	29	100	217
Large -----	31	33	36	100	102

^{1/} Frequency of use was not ascertained for 6 respondents.

^{2/} Family income was not ascertained for 59 respondents.

^{3/} Educational level was not ascertained for 6 respondents.

^{4/} Age was not ascertained for 17 respondents.

Table 6.--Reasons given for liking lamb

Reasons	Homemakers who used lamb							
	All users		Frequent users		Moderate users		Infrequent users	
	Percent $\frac{1}{2}$		Percent $\frac{1}{2}$		Percent $\frac{1}{2}$		Percent $\frac{1}{2}$	
Flavor -----	63		64		69		56	
Distinctive -----	16		18		18		10	
Good, pleasant -----	13		16		12		12	
Sweet -----	12		14		11		10	
Delicate, mild -----	8		7		9		8	
Delicious, delectable -----	5		5		7		3	
Rich, full -----	2		3		1		4	
Like rabbit, like venison -----	1		1		1		2	
Other -----	2/		1		1		-	
Don't know, just like taste -----	14		11		18		13	
Health -----	45		53		43		40	
Easy to digest -----	20		27		18		18	
Good for health -----	16		19		13		15	
Low in calories, not fattening -----	7		7		8		7	
High nutritional value -----	7		5		10		4	
Good for sick people -----	6		7		6		4	
Recommended by physician -----	3		4		4		2	
Don't like lamb, use for health -----	1		-		1		1	
Texture -----	33		37		37		24	
Tender, juicy -----	23		29		25		15	
Lean, meaty -----	7		6		7		8	
Crisp, not coarse -----	2		1		4		1	
Not greasy -----	2		1		3		3	
Looks nice -----	1		1		1		-	
Meat close to bone -----	1		1		-		1	
Other -----	1		1		1		-	
Don't know, just like texture -----	2/		1		-		1	
Preparation -----	27		23		32		25	
Good for stew, gravy -----	9		9		9		8	
Quick, convenient -----	9		7		12		8	
Can be prepared many ways -----	6		6		8		3	
Can prepare well -----	3		3		2		3	
Like broiled meat -----	3		1		5		3	
Other -----	2/		-		-		1	
Variety -----	21		17		21		25	
Variety in meals -----	19		17		21		20	
Don't like lamb, use for variety -----	2		1		1		5	
Economy -----	7		7		5		9	
Economical -----	3		3		1		5	
Little waste -----	2		3		3		1	
Right amount for self and family -----	1		1		1		3	
Makes several meals -----	1		1		1		2	
Odor -----	2		3		3		1	
Pleasant -----	2		3		2		1	
Little odor -----	2/		-		1		-	
Other -----	2/		-		1		-	
General -----	22		34		21		12	
Favorable comparison with other meat -----	10		18		12		4	
It's good -----	9		13		8		6	
Habit, tradition -----	2		5		2		1	
Don't know, just like it -----	1		1		1		1	
Miscellaneous -----	1		1		1		-	
Nothing liked -----	1		-		1		3	
Not ascertained -----	2/		1		-		1	
Number of homemakers -----	437		149		185		147	

1/ Percentages add to more than their subtotals and these add to more than 100 because some homemakers gave more than 1 reason.

2/ Less than 1 percent.

Table 7.--Reasons given for disliking lamb

Reasons	Homemakers who used lamb							
	All users		Frequent users		Moderate users		Infrequent users	
	Percent ^{1/}		Percent ^{1/}		Percent ^{1/}		Percent ^{1/}	
Economy -----	26		20		28		26	
Expensive -----	20		16		22		20	
Too much waste -----	7		6		7		7	
Cut too small for self or family -----	1		1		2		1	
Cut too large for self or family -----	1		-		1		1	
Texture -----	24		25		23		27	
Fat, greasy -----	16		16		15		19	
Tough, rubbery -----	5		7		3		4	
Dry, not juicy -----	2		1		2		3	
Discolors when old -----	1		-		2		-	
Grainy -----	1		-		1		2	
Bony -----	2/		-		1		-	
Other -----	2/		1		-		-	
Flavor -----	22		15		20		31	
Strong, old -----	9		7		10		9	
Muttony -----	5		4		5		7	
Animal, wild -----	3		2		1		7	
Just don't like taste -----	2		1		2		5	
Funny, odd -----	1		2		1		1	
Lacks flavor -----	1		1		2		2	
Musky, stale -----	2/		-		1		-	
Other -----	1		-		-		3	
Odor -----	15		6		16		23	
Odor while cooking -----	5		2		4		10	
Strong -----	2		1		2		3	
Different -----	1		1		2		1	
Animal -----	1		1		1		-	
Lamb -----	1		-		2		1	
Greasy -----	2/		-		-		1	
Other -----	5		2		6		7	
Preparation -----	6		5		5		8	
Hard to use cold -----	5		5		5		6	
Trouble preparing -----	1		1		1		3	
Takes too much time to prepare -----	2/		-		1		-	
Health--restricted diet -----	1		2		2		2	
Availability -----	1		1		2		1	
Not always young or fresh -----	1		1		1		1	
Can't always find -----	2/		-		1		1	
Other -----	2/		1		-		-	
General -----	6		3		7		9	
Someone in family doesn't like lamb --	3		1		4		3	
Unpleasant past experience -----	3		1		3		5	
Prefer other meats -----	2/		-		1		-	
Don't know, just don't like lamb -----	1		1		1		1	
Miscellaneous -----	1		-		1		1	
Nothing disliked -----	32		50		29		19	
Number of homemakers ^{3/} -----	487		149		185		147	

^{1/} Percentages add to more than their subtotals and these add to more than 100 because some homemakers gave more than 1 reason for disliking lamb.

^{2/} Less than 1 percent.

^{3/} Frequency of use was not ascertained for 6 homemakers.

Table 8.--Reasons given for not using lamb

Reasons	Homemakers who do not use lamb					
	All nonusers		Homemakers who have not used lamb recently		Homemakers who never used lamb	
	Percent	1/	Percent	1/	Percent	1/
Flavor -----		30		33		26
Taste, unspecified--lamb flavor-----	11		14		7	
Strong, tallow, old -----	7		8		6	
Funny, odd, strange -----	6		5		6	
Wild, animal, woolly -----	3		4		2	
Muttony, sheep, lamb -----	2		1		2	
Lacks flavor, lacks definite or lamb flavor -----	2		1		2	
Musky, stale, swampy -----	2/		-		1	
Miscellaneous -----	1		1		1	
Habit -----		21		9		34
Not used in parents' home -----	9		3		15	
No reason, just never have -----	7		4		11	
Do not eat much meat -----	2		2		3	
Accustomed to using other meat -----	3		-		6	
Odor -----		19		18		22
Strong, aggravated -----	4		6		3	
Dislike odor while cooking, reheating ---	3		3		4	
Different -----	1		1		1	
Animal -----	1		1		-	
Lamb -----	1		-		2	
Dislike odor from fat -----	2/		-		1	
Dislike odor, general -----	10		7		13	
Economy -----		9		14		4
Expensive, not worth the price -----	7		10		3	
Too much waste, too much bone, shrinks --	2		3		1	
Cut too large for self, family -----	2		2		1	
Cut too small for self, family -----	2/		-		1	
Texture of meat -----		9		8		11
Fat, greasy, oily -----	6		6		6	
Tough, stringy, rubbery, old, gristly ---	2		3		1	
Dry, not juicy -----	1		1		1	
Texture, general -----	1		1		1	
Miscellaneous -----	1		-		2	
Health -----		5		6		4
Restricted diet -----	4		4		4	
Can't eat much meat -----	1		2		-	
Miscellaneous -----	1		1		-	
Preparation -----		5		6		3
Trouble or unfamiliarity with cooking, serving -----	3		4		2	
Hard to use cold, as leftovers -----	1		1		1	
Takes too much time -----	1		1		-	
Availability -----		1		3		-
Cannot always find, stores do not carry -	1		2		-	
Miscellaneous -----	2/		1		-	
General -----		45		48		40
Someone in family doesn't like it -----	16		22		11	
Prefer other meat -----	7		7		7	
Past experience--home -----	5		3		7	
Past experience--armed services -----	4		6		1	
Past experience--diet -----	2		3		-	
Don't know, just don't like it -----	15		13		18	
Miscellaneous--general -----		2		2		2
Not ascertained -----		2/		1		-
Number of homemakers 3/ -----	299		157		141	

1/ Percentages add to more than their subtotals and these add to more than 100 because some homemakers gave more than 1 reason for not using lamb.

2/ Less than 1 percent.

3/ Past use of lamb was not ascertained for 1 respondent.

Table 9.--Relation between current use of lamb and use in parents' homes

Current use of lamb	Use in parents' homes				
	Used in both	Used in one	Used in neither	Total	Homemakers ^{1/}
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
Use lamb -----	68	20	12	100	306
Do not use lamb -----	28	33	39	100	152

^{1/} The remaining 328 respondents were unable to give information on use of lamb in both parental homes.

Table 10.--Replies to the question, "Do any members of your household like lamb

Replies	Homemakers who --		
	Were nonusers	Have used lamb	Have never used lamb
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Some members like lamb -----	30	43	16
No members like lamb-----	69	56	83
Not ascertained -----	1	1	1
Total -----	100	100	100
Number of homemakers ^{1/} ---	298	157	141

^{1/} Information on past use of lamb not ascertained for 1 respondent.

Table 11.--Replies to the question, "Do you eat lamb away from home; that is, in restaurants, on trains, at friends' homes, and so forth?"

Replies	Homemakers who --		
	Were nonusers	Have used lamb	Have never used lamb
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Eat lamb away from home -----	23	31	15
Do not eat lamb away from home -----	77	69	85
Total -----	100	100	100
Number of homemakers ^{1/} ---	298	157	141

^{1/} Use of lamb not ascertained for 1 respondent.

Table 12.--Number of cuts of lamb used in the past year by income group

Number of cuts used	Users by income groups ^{1/}			
	Combined	Low	Middle	High
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
1 -----	22	21	23	21
2 -----	25	26	26	27
3 -----	18	17	20	17
4 -----	13	13	14	16
5 -----	11	10	11	8
6 -----	4	5	3	4
7 -----	4	6	1	4
8 -----	2	1	1	2
9 or more -----	1	1	1	1
Total ----	100	100	100	100
Number of homemakers --	487	156	133	139

^{1/} Income was not ascertained for 59 respondents.

Table 13.--Number of cuts used in the last year by size of family

Number of cuts used	Size of household		
	Small	Medium	Large
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
1 -----	25	21	19
2 -----	23	29	20
3 -----	15	18	20
4 -----	13	13	14
5 -----	9	9	18
6 -----	4	6	1
7 -----	4	3	5
8 -----	4	1	2
9 or more -----	3	^{1/}	1
Total ---	100	100	100
Number of homemakers -	165	219	103

^{1/} Less than 1 percent.

Table 14.--Proportion of homemakers who used selected cuts of lamb in the year preceding the interview

Cut used	Homemakers who used lamb			
	All users	Frequent users	Moderate users	Infrequent users
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Leg -----	64	78	69	45
Chops -----	88	92	91	84
Breast -----	24	38	22	11
Flank -----	8	15	8	1
Neck -----	16	26	16	4
Shank -----	28	51	22	12
Shoulder roast -----	28	44	29	9
Patties -----	20	28	20	14
Stew meat -----	32	42	33	14
Number of home- makers <u>1/</u> -----	487	149	185	147

1/ Frequency of use not ascertained for 6 respondents.

Table 15.--Use of different cuts of lamb by income group

Cut	Income group		
	Low	Middle	Upper
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Leg -----	53	62	72
Chops -----	83	82	89
Breast -----	29	20	16
Flank -----	9	4	5
Neck -----	18	12	11
Shank -----	27	24	23
Shoulder roast -----	27	23	25
Patties -----	22	17	19
Stew meat -----	33	30	26
Number of homemakers <u>1/</u> ---	139	133	156

1/ Income level was not ascertained for 59 respondents.

Table 16.--Use of different cuts of lamb by size of household

Cuts	Size of household		
	Small	Medium	Large
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Leg -----	55	64	77
Chops -----	87	89	60
Breast -----	24	22	24
Flank -----	8	6	8
Neck -----	21	13	13
Shank -----	35	25	24
Shoulder roast -----	23	26	29
Patties -----	22	19	21
Stew meat -----	33	29	27
Number of homemakers -----	165	219	103

Table 17.--Replies to the question, "Which cut of lamb do you and your family like most?"

Cut	Homemakers who use lamb			
	All users	Frequent users	Moderate users	Infrequent users
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Leg of lamb -----	37	38	41	33
Chops -----	52	46	52	57
Breast -----	2	5	1	1
Neck -----	1	1	1/	--
Shank -----	1	1	1	2
Shoulder roast -----	3	3	3	3
Lamb patties -----	1	1	--	2
Stew meat -----	1	1	1	1
Other -----	1/	1	1/	--
Not ascertained -----	2	3	1	1
Total -----	100	100	100	100
Number of homemakers 2/ -----	437	149	185	147

1/ Less than 1 percent.

2/ Frequency of use was not ascertained for 6 respondents.

Table 18.--Reasons given for liking preferred cut of lamb

Reasons	Preferred cut --			
	Leg of lamb		Lamb chops	
	Percent	1/	Percent	1/
Economy -----		53		27
No waste -----	31		10	
Goes further -----	21		1	
Economical -----	7		4	
Right amount for self or family -----	4		14	
Texture -----		46		40
Tender, juicy -----	19		33	
Lean, meaty -----	19		8	
Crisp, not coarse -----	9		1	
Looks nice -----	3		2/	
Not greasy -----	2		-	
Meat close to bone -----	-		1	
Other -----	-		2/	
Don't know, just like texture -----	3		2/	
Preparation -----		36		38
Can be prepared many ways -----	21		1	
Quick, convenient -----	8		28	
Good for stew, gravy -----	7		1	
Can prepare well -----	4		2	
Prefer broiled meat -----	-		9	
Other -----	-		1	
Flavor -----		23		35
Good, pleasant -----	11		15	
Sweet -----	3		7	
Delicious, delectable -----	2		4	
Delicate, mild -----	2		2	
Rich, full -----	2		2	
Like rabbit, like venison -----	1		2/	
Distinctive -----	-		3	
Don't know, just like taste -----	3		4	
Health -----		2		11
Easy to digest -----	1		4	
High nutritious value -----	1		1	
Good for health -----	-		4	
Low in calories, not fattening -----	-		3	
Good for sick people -----	-		1	
Variety -----		2		2
Odor -----		2		2
Little odor -----	1		1	
Pleasant -----	1		1	
General -----		10		10
It's good -----	6		5	
Compares favorably with other meat -----	2		1	
Habit, tradition -----	1		2	
Don't know, just like it -----	1		2	
Miscellaneous -----		1		2/
Not ascertained -----		1		1
Number of homemakers -----	182		252	

1/ Percentages add to more than their subtotals and these add to more than 100 because some homemakers gave more than 1 reason for their preference.

2/ Less than 1 percent.

Table 19.--Things disliked about preferred cut of lamb

Reasons for dislike	Preferred cut --			
	Leg of lamb		Lamb chops	
	Percent	1/	Percent	1/
Economy -----		16		18
Too much waste -----	8		7	
Expensive -----	7		12	
Cut too large for self or family ---	4		--	
Cut too small for self or family ---	--		2	
Texture -----		4		7
Fat, greasy -----	3		4	
Tough, rubbery -----	1		2	
Other -----	1		1	
Preparation -----		4		2/
Hard to use cold -----	3		2/	
Trouble preparing -----	1		--	
Miscellaneous -----	1		--	
Flavor -----		3		2
Strong, old -----	2		1	
Just don't like taste -----	1		1	
Muttony -----	1		--	
Other -----	--		2/	
Odor -----		2		3
Unpleasant while cooking -----	1		1	
Different -----	1		2/	
Strong -----	--		2/	
Other -----	1		2	
General -----		2		1
Some one in family doesn't like it -	2		1	
Unpleasant past experience -----	1		2/	
Miscellaneous -----		1		-
Nothing disliked -----		74		71
Don't know, just don't like it -----		--		2
Not ascertained -----		1		-
Number of homemakers -----	182		252	

1/ Percentages add to more than their subtotals and these add to more than 100 because some homemakers gave more than 1 reason.

2/ Less than 1 percent.

Table 20.--Reasons given for not using different cuts of lamb

Reasons	Cut of lamb --					
	Leg	Chops	Breast, flank, neck or shank	Shoulder roast	Patties	Stew meat
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Economy -----	55	68	23	32	4	7
Cut too large -----	44	-	4	11	2/	1
Expensive -----	14	57	1	3	1	1
Too much waste -----	1	23	18	18	2	5
Cut too small -----	-	10	-	1	-	-
Doesn't go far -----	-	8	-	-	1	-
Miscellaneous -----	-	-	-	-	-	2/
Preparation -----	11	3	16	10	4	14
Trouble preparing -----	6	2	12	7	2	7
Takes too much time -----	3	-	3	1	-	2
Dislike odor while cooking -----	1	2	1	1	1	2
Hard to use cold, as leftovers -----	1	-	-	1	-	-
Use or prefer other meat -----	1	-	1	1	2	3
Miscellaneous -----	1	-	-	2/	-	-
Habit -----	10	5	23	30	41	14
Just never have, no reason -----	7	5	17	24	30	9
Have used, but not recently -----	3	-	-	2/	1	1
Unfamiliar with cut -----	1	-	5	5	9	3
Not used in parents' home -----	-	-	2	1	1	1
Flavor -----	7	5	5	4	5	8
Strong, tallowy, old, sharp -----	3	5	2	2	2	4
Just don't like taste -----	2	-	1	1	2	3
Lacks flavor -----	1	-	1	1	1	1
Muttony, sheep, lamb -----	1	-	1	2/	2/	2/
Wild, animal, woolly -----	-	-	-	1	-	-
Musky, stale -----	-	-	2/	-	2/	-
Miscellaneous -----	-	-	2/	-	-	-
Characteristics of the meat -----	5	7	15	10	28	18
Dry, not juicy -----	2	2	2/	1	2/	2/
Fat, greasy, oily -----	2	-	8	3	14	9
Tough, stringy, coarse, grainy -----	1	3	6	3	1	6
Bony -----	-	-	2	3	-	1
Doesn't like chopped meat -----	-	-	-	-	14	3
Miscellaneous -----	-	2	-	-	2/	-
Does not like roasts, stews, etc., -----	3	3	4	2	4	22
Odor -----	2	-	1	1	2	2
Just don't like odor -----	2	-	1	1	1	2
Lamb odor -----	1	-	2/	2/	-	-
Animal odor -----	-	-	-	-	1	-
Health -----	1	3	2	2/	1	2
Restricted diet -----	1	-	2	-	2/	1
Miscellaneous -----	-	3	2/	-	1	1
Availability -----	-	2	5	3	11	3
Stores don't carry -----	-	2	1	1	2	1
Never see in stores -----	-	-	3	1	9	1
Not always young or fresh -----	-	-	1	1	1	1
General -----	25	13	19	24	11	30
Someone in family doesn't like it -----	10	2	4	3	2	5
Prefer other cuts of lamb -----	7	8	11	16	5	21
Not Kosher -----	5	-	-	2/	-	-
Just don't like lamb -----	2	2	3	3	2	3
Unpleasant past experience -----	1	2	1	1	1	1
Appearance -----	-	-	2	1	1	-
Miscellaneous -----	-	-	2/	1	2/	2/
Not ascertained -----	2	3	8	4	2	2
Number of homemakers -----	177	60	456	353	387	332

1/ Percentages add to more than their subtotals and these add to more than 100 because some homemakers gave more than 1 reason for not using a specific cut.

2/ Less than 1 percent.

Table 21.--Replies to the question, "Would you like to serve lamb more often to your family?"

Replies	Homemakers who use lamb			
	All users	Frequent users	Moderate users	Infrequent users
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Would like to serve more often --	45	27	49	57
Would not like to serve more often -----	55	73	51	43
Total -----	100	100	100	100
Number of homemakers $\frac{1}{}$ -----	487	149	185	147

$\frac{1}{}$ Frequency of use was not ascertained for 6 respondents.

Table 22.--Reasons given for not serving lamb more often

Reasons	Homemakers who would like to serve lamb more often	
	<u>Percent</u>	
Economy -----		52
Expensive -----	46	
Cut too large for self or family -----	5	
Not filling, doesn't go far -----	1	
Too much waste -----	1	
Availability -----		6
Stores do not always carry -----	4	
Not always fresh -----	1	
Not always young -----	1	
Preparation -----		4
Too much trouble to prepare -----	3	
Too much time to prepare -----	1	
Habit -----		3
Characteristics of the meat -----		2
Fat, greasy -----	1	
Tough, rubbery -----	1	
Odor -----		2
Health-restricted diet -----		1
Appearance -----		1
Dislike general -----		20
Someone in family doesn't like it -----	17	
Prefer other meat -----	1	
Just don't care for lamb -----	1	
Past experience--in service -----	1	
Miscellaneous -----		2
Not ascertained -----		7
Total -----	100	
Number of homemakers -----	218	

Table 23.--Replies to the question, "Do all members of your family like lamb?"

Replies	Homemakers
	<u>Percent</u>
Yes, all family members like lamb -----	88
No, some family members dislike lamb ---	12
Total -----	100
Number of homemakers -----	487

Table 24.--Reasons members of family do not eat/like lamb

Reasons	Homemakers reporting	
	<u>Percent</u>	<u>1/</u>
General -----		54
Unpleasant past experience -----	15	
Prefer other meats -----	2	
Don't know, just don't like it -----	37	
Odor -----		30
Dislike odor, general -----	15	
Odor while cooking -----	5	
Greasy -----	3	
Different -----	2	
Lamb -----	2	
Strong -----	2	
Miscellaneous -----	2	
Flavor -----		14
Just do not like taste -----	7	
Strong, old -----	5	
Muttony -----	2	
Texture -----		10
Fat, greasy -----	8	
Dry, not juicy -----	2	
Health -----		3
Restricted diet -----	2	
Miscellaneous -----	2	
Preparation--don't like leftovers -----		2
Economy--too much waste, too much bone -----		2
Miscellaneous -----		2
Not ascertained -----		2
Number of homemakers -----	59	

1/ Percentages add to more than their subtotals and these add to more than 100 because some homemakers gave more than 1 reason.

Table 25.--Replies to the question, "Do you feel that a serving of lamb has more, less, or about the same food value as a serving of beef, pork, veal?"

Replies	Item compared with lamb		
	Beef	Pork	Veal
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
<u>LAMB USERS</u>			
Lamb has:			
More food value -----	23	37	36
Same food value -----	42	20	27
Less food value -----	14	10	7
Don't know -----	21	33	29
Not ascertained -----	<u>1/</u>	<u>1/</u>	1
Total -----	100	100	100
Number of homemakers -----	487	487	487
<u>LAMB NONUSERS</u>			
Lamb has:			
More food value -----	9	18	15
Same food value -----	27	16	24
Less food value -----	17	18	10
Don't know -----	46	47	50
Not ascertained -----	1	1	1
Total -----	100	100	100
Number of homemakers -----	299	299	299

1/ Less than 1 percent.

Table 26.--Replies to the question, "Do you feel that you know how to prepare lamb as well as you do other meats?"

Replies	Homemakers who use lamb			
	All users	Frequent users	Moderate users	Infrequent users
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Prepare lamb as well as other meats -----	78	91	78	65
Do not prepare lamb as well as other meat -----	17	7	18	27
Don't know, not sure -----	4	1	3	5
Not ascertained -----	1	1	1	3
Total -----	100	100	100	100
Number of home-makers $\frac{1}{4}$ -----	487	149	185	147

$\frac{1}{4}$ Frequency of use of lamb was not ascertained for 6 respondents.

Table 27.--Replies to the question, "Do you prepare lamb as well as you prepare other meats?" by number of cuts bought in the past year

Number of cuts bought	Homemakers who --		
	Prepare as well	Do not prepare as well	Don't know, not sure
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
1 -----	19	34	33
2 -----	23	29	39
3 -----	18	18	11
4 -----	15	7	11
5 -----	12	6	--
6 -----	4	3	6
7 -----	4	2	--
8 -----	3	--	--
9 or more -----	2	1	--
Total -----	100	100	100
Number of home-makers $\frac{1}{4}$ -----	380	83	18

$\frac{1}{4}$ Homemaker's opinion of her ability to prepare lamb was not ascertained for 6 respondents.

Table 28.--Replies to the question, "How do you usually cook _____?"

Method of cooking	Cut of lamb							
	Leg of lamb	Chops	Breast	Flank	Neck	Shank	Shoulder roast	Patties
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Roast or bake -----	97	3	43	13	5	33	70	2
Broil (oven)-----	1/	62	9	3	1	2	2	27
Broil (pan) -----	--	2	--	--	--	1	--	2
Broil or roast -----	1	1/	2	--	--	--	--	--
Braise -----	--	2	1	3	3	9	3	--
Fry -----	--	20	--	5	1	1	1	58
Fry or broil -----	--	6	--	2	--	--	--	6
Boil or simmer -----	1	3	34	74	80	43	19	4
Other -----	1	2	9	--	5	5	3	--
Not ascertained -----	--	1/	2	--	5	6	2	1
Total -----	100	100	100	100	100	100	100	100
Number of home-makers -----	310	427	116	38	78	136	134	100
								155

1/ Less than 1 percent.

Table 29.--Replies to the question, "Do you ever serve lamb cold?"

Replies	Homemakers who use lamb
	<u>Percent</u>
Yes, serve lamb cold -----	47
No, do not serve lamb cold -----	53
Total -----	100
Number of homemakers -----	487

Table 30.--Replies to the question, "Which cuts do you serve cold?"

Cuts of lamb	Homemakers who serve lamb cold
	<u>Percent</u> ^{1/}
Leg of lamb -----	89
Lamb chops -----	5
Breast of lamb -----	1
Shank of lamb -----	<u>2/</u>
Shoulder roast -----	5
Lamb patties -----	<u>2/</u>
Other -----	<u>2/</u>
Not ascertained -----	5
Number of homemakers -----	231

^{1/} Percentages add to more than 100 because some respondents serve more than 1 cut of lamb cold.

^{2/} Less than 1 percent.

Table 31.--Replies to the question, "Do you serve lamb more during certain seasons of the year than at other times?"

Replies	Homemakers who use lamb
	<u>Percent</u>
Yes, serve more during certain seasons -----	32
No, do not serve more during certain seasons -----	68
Total -----	100
Number of homemakers -----	487

Table 32.--Seasons when homemakers say they serve lamb more often than at other times of the year

Season	Homemakers who use lamb more often in certain seasons
	Percent
Winter -----	46
Spring -----	30
Summer -----	7
Autumn -----	1
Winter-spring -----	2
Spring-summer -----	5
Fall-winter -----	3
Spring-fall -----	2
Summer-fall -----	1
Not ascertained -----	3
Total -----	100
Number of homemakers -----	154

Table 33.--Reasons given for serving lamb in winter and spring

Reason	Season	
	Winter	Spring
	Percent ^{1/}	Percent ^{1/}
Convenience of preparation -----	38	--
Habit -----	35	9
Preference for roasts, stews in this season -----	23	--
Superior quality of lamb in this season -	11	59
Availability -----	4	41
Variety in meals -----	4	7
Economy -----	1	13
Don't know; just do -----	7	2
Not ascertained -----	--	2
Number of homemakers -----	71	46

^{1/} Percentages add to more than 100 because some respondents gave more than 1 reason.

Table 34.--Replies to the questions, "Do you use lamb on special days or occasions?" and if so, "What are the days or occasions?"

Replies	Homemakers who use lamb	
	Percent	1/
Do not use on special occasions -----		93
Use on special occasions -----		7
Easter -----	3	
Sunday -----	2	
For company -----	2	
Christmas -----	1	
Birthdays -----	1	
All other -----	1	
Not ascertained -----	2/	
Total -----	100	
Number of homemakers -----	487	

1/ Percentages add to more than their subtotal because some respondents mentioned more than 1 occasion.

2/ Less than 1 percent.

Table 35.--Replies to the question, "Have you served lamb to guests in the past year?"

Replies	Homemakers who used lamb			
	All users	Frequent users	Moderate users	Infrequent users
	Percent	Percent	Percent	Percent
Served lamb to guests -----	41	57	44	20
Did not serve lamb to guests -----	52	36	49	73
Did not have guests -----	7	6	6	7
Not ascertained -----	1/	1	1	--
Total -----	100	100	100	100
Number of homemakers 2/ -----	487	149	185	147

1/ Less than 1 percent.

2/ Frequency of use was not ascertained for 6 respondents.

Table 36.--Replies to the question, "When you shop, do you usually decide before you go to the store what meats you are going to buy?"

Replies	Homemakers who use lamb			
	All users	Frequent users	Moderate users	Infrequent users
	Percent	Percent	Percent	Percent
Usually decide ahead -----	72	72	77	62
Usually do not decide ahead -----	28	28	22	37
Not ascertained -----	1/	--	1	1
Total -----	100	100	100	100
Number of homemakers 2/ -----	487	149	185	147

1/ Less than 1 percent.

2/ Frequency of use was not ascertained for 6 respondents.

Table 37.--Relation between promotional methods and decision to buy lamb

Promotional methods and decisions to buy	Homemakers who use lamb			
	All users	Frequent users	Moderate users	Infrequent users
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
DISPLAYS:				
Sometimes buy because of displays -----	55	52	56	58
Do not buy because of displays	45	48	44	42
Total -----	100	100	100	100
Number of homemakers $\frac{1}{2}$ ---	487	149	185	147
ADVERTISING MEDIA: $\frac{2}{3}$				
Sometimes buy because of ad- vertisements or commercials -	35	25	37	44
Do not buy because of adver- tisements or commercials ----	65	75	63	56
Not ascertained -----	$\frac{3}{1}$	--	$\frac{3}{1}$	--
Total -----	100	100	100	100
Number of homemakers $\frac{1}{2}$ ---	487	149	185	147
SUGGESTIONS OF CLERK OR BUTCHER:				
Sometimes buy because of suggestion -----	22	22	25	18
Do not buy because of sug- gestion -----	78	78	75	82
Not ascertained -----	$\frac{3}{1}$	$\frac{3}{1}$	$\frac{3}{1}$	$\frac{3}{1}$
Total -----	100	100	100	100
Number of homemakers $\frac{1}{2}$ ---	487	149	185	147

$\frac{1}{2}$ Frequency of use not ascertained for 6 respondents.

$\frac{2}{3}$ Includes newspaper advertisement and radio or TV commercials.

$\frac{3}{1}$ Less than 1 percent.

Table 38.--Replies to the question, "Is lamb available the entire year in the stores in which you shop?"

Availability	Homemakers who use lamb			
	All users	Frequent users	Moderate users	Infrequent users
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Lamb available entire year -----	81	88	81	76
Lamb not available entire year ----	15	11	17	18
Don't know -----	2	1	2	1
Not ascertained -----	2	--	--	5
Total -----	100	100	100	100
Number of homemakers $\frac{1}{2}$ -----	487	149	185	147

$\frac{1}{2}$ Frequency of use was not ascertained for 6 respondents.

Table 39.--Replies to the questions, "Have you ever looked for lamb and been unable to find it?" and if so, "About how often did this happen?"

Replies	Homemakers who use lamb	
	<u>Percent</u>	
Always able to find lamb -----		80
Not always able to find lamb -----		20
1 time -----	4	
2 times -----	4	
3 times -----	1	
4 times -----	2	
5 times -----	$\frac{1}{2}$	
6 times -----	2	
9 or more times -----	2	
Not ascertained -----	5	
Total -----	100	
Number of homemakers -----	487	

$\frac{1}{2}$ Less than 1 percent.

Table 40.--Proportion of homemakers who purchased lamb during the week preceding the interview

Purchase of lamb	All homemakers
	<u>Percent</u>
Purchased in week preceding the interview ----	17
Did not purchase in week preceding the interview -----	83
Total -----	100
Number of homemakers ^{1/} -----	994

^{1/} Since not all nonusers were interviewed, the numbers on which the percentages in this table are based were obtained by weighting the number of nonusers interviewed to correspond to the proportion of the sample they represented. (See Technical Notes, Appendix, page 18.)

Table 41.--Proportions of homemakers purchasing lamb, by cut

Cut	Homemakers who bought lamb the preceding week
	<u>Percent ^{1/}</u>
Chops -----	65
Leg -----	19
Breast -----	6
Flank, neck, shank -----	9
Shoulder roast -----	7
Patties -----	4
Stew meat -----	2
Number of homemakers -----	173

^{1/} Percentages add to more than 100 because some respondents bought more than 1 cut.

Table 42.--(Asked of those who bought selected cuts of lamb in the week preceding the interview) Replies to the question, "How much did you buy?"

Pounds bought in a week	Homemakers who bought lamb the preceding week			
	Leg of lamb	Chops	All other cuts	All cuts
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
1 or less -----	--	8	3	11
1+ to 2 -----	1	23	8	28
2+ to 3 -----	2	23	5	26
3+ to 4 -----	4	6	5	14
4+ to 5 -----	2	1	2	3
5+ to 6 -----	5	--	--	4
6+ to 7 -----	1	1	1	3
7+ to 8 -----	1	--	1	3
8+ to 9 -----	1	1	--	3
10 or more -----	1	--	1	2
Not ascertained -----	1	2	3	3
Did not buy -----	81	35	71	--
Total -----	100	100	100	100
	<u>Pounds</u>	<u>Pounds</u>	<u>Pounds</u>	<u>Pounds</u>
Median quantity bought -----	5	2.1	2.4	2.3
Number of home- makers -----	173	173	173	173

